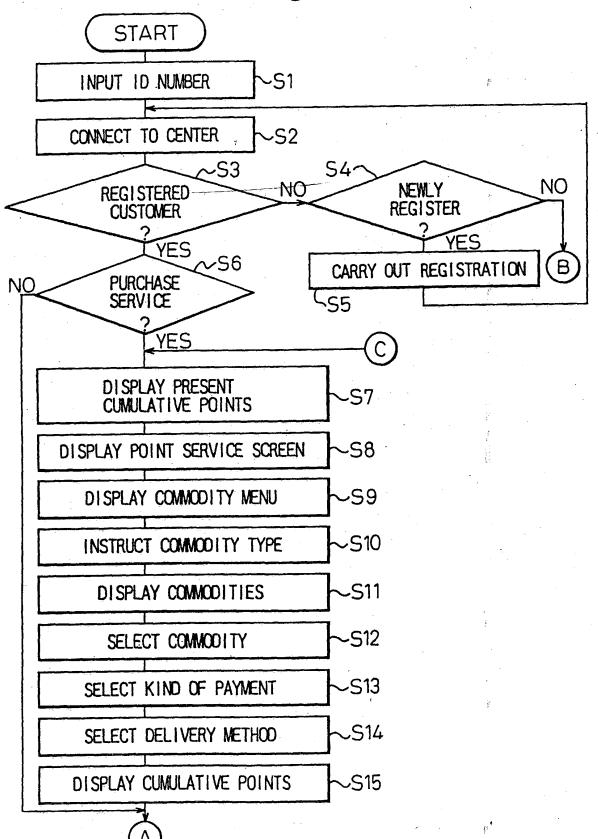


³/₅₄ Fig.3



4/₅₄ Fig.4

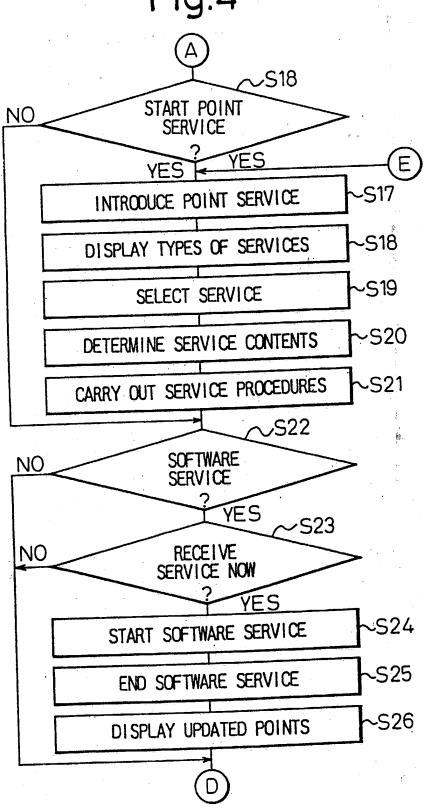


Fig.5

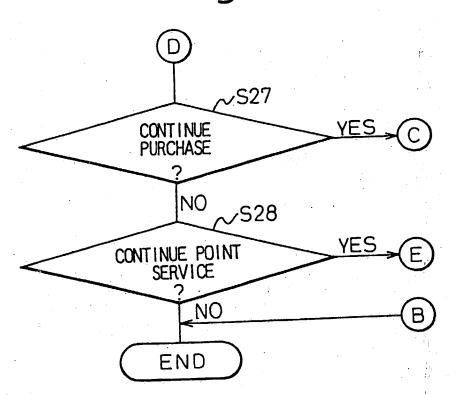
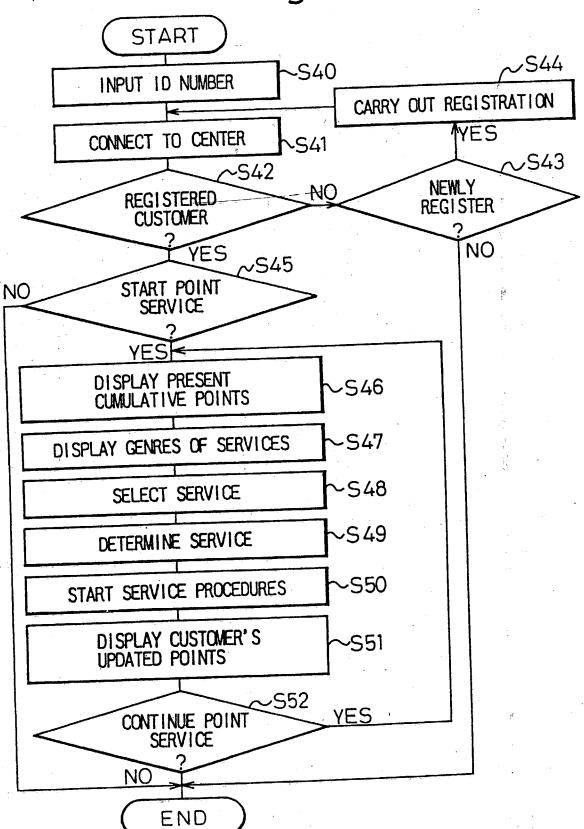


Fig.6



√54 Fig.7(A)

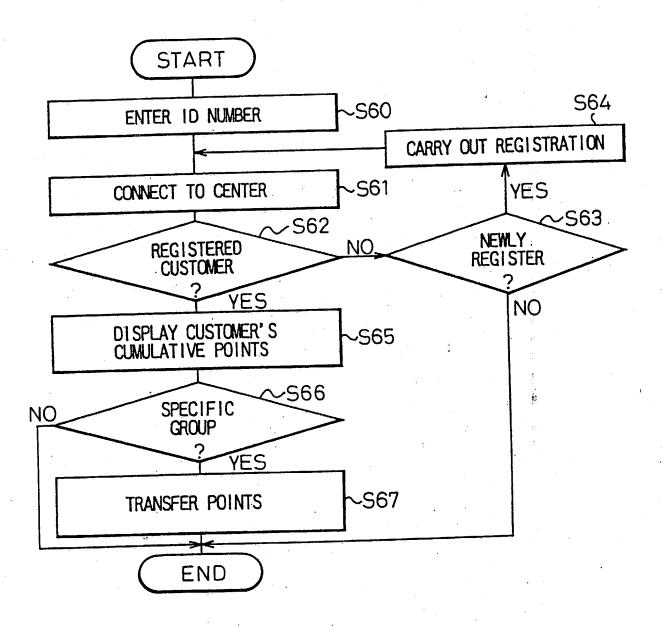


Fig.7(B)

GROUP NAME	TARGET	TARGET POINTS	PRESENT CUMULATIVE POINTS
NAKAHARA ELEMENTARY SCHOOL	MONOCYCLES (10 SETS)	20,000	35,000
KOSUGI NURSING HOME	WHEEL CHAIRS (3 SETS)	60,000	20,000
SUPPORT ASSOCIATION FOR CHILDREN ORPHANED IN TRAFFIC ACCIDENTS	PERSONAL COMPUTER	70,000	15,000
• • •	• •	• • •	• • •
SOMALIA AID ASSOCIATION	F000	300,000	80,00
3	LET'S PARTICIPATE IN SOCIAL CONTRIBUTION ACTIVITIES	SOCIAL	

⁹/₅₄ Fig.8(A)

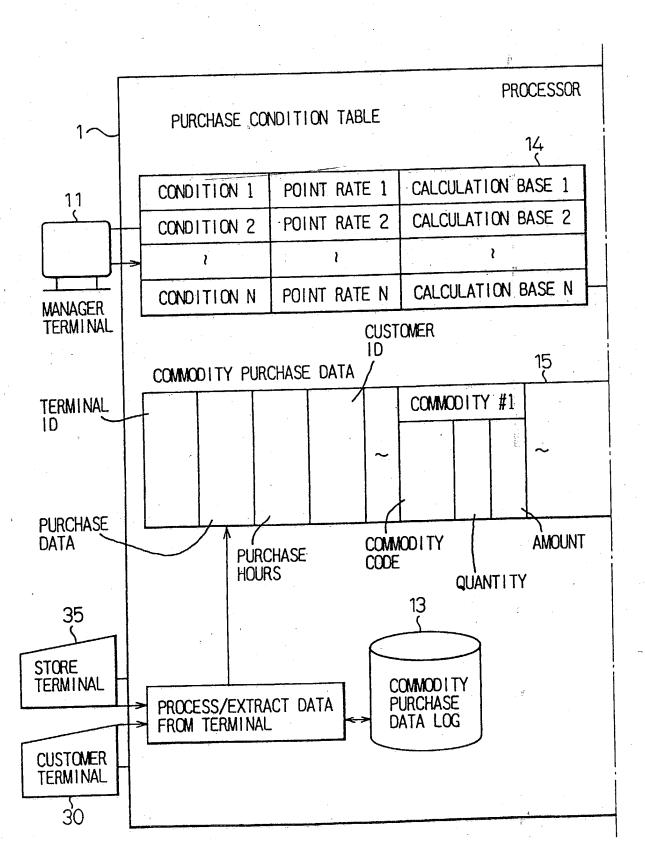


Fig.8(B)

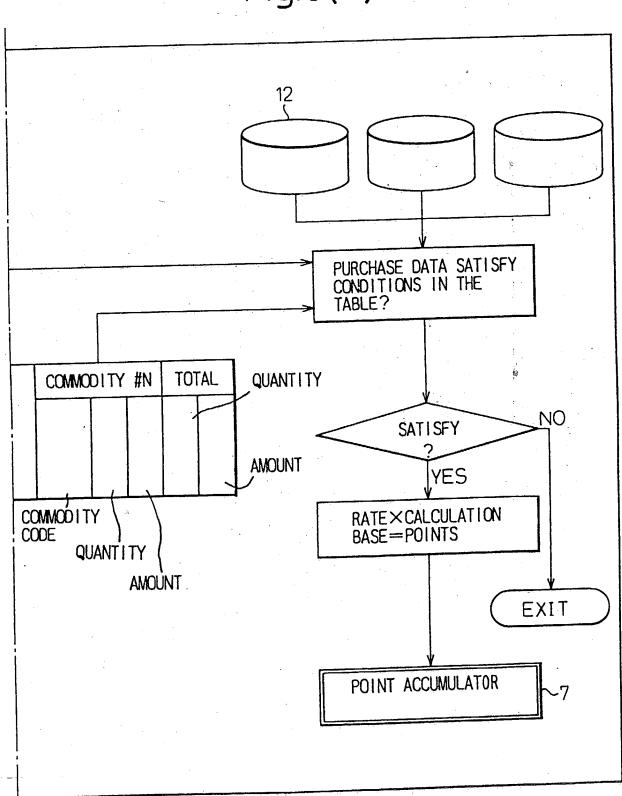


Fig. 9(A)

SET POINT CALCULATION RATE FOR SPECIFIC DAYS

- SELECT ONE
 - 1. DATE: MONTH_DAY_
 - 2. PERIOD: MONTH_DAY_TO MONTH_DAY_
 - 3. DAY: -
- RATE:_%
- · CALCULATION BASE:
 - 1. AMOUNT OF MONEY 2. TOTAL POINTS

Fig. 9(B)

SET POINT CALCULATION RATE FOR SPECIFIC PERIOD

- PERIOD: MONTH_DAY_TO MONTH_DAY_
- CALCULATION BASE:
 - 1. AMOUNT OF MONEY 2. TOTAL POINTS
 - 3. NUMBER OF PURCHASE ACTIONS
- MINIMUM: _ OR MORE RATE: _ POINTS

Fig. 9(C)

SET POINT CALCULATION RATE FOR SPECIFIC AREA

- AREA CODE:
- · CALCULATION BASE:
 - 1. AMOUNT OF MONEY 2. TOTAL POINTS
- RATE:_%

Fig. 9(D)

SET POINT CALCULATION RATE FOR CUSTOMER'S SPECIFIC DAY

- SELECT CUSTOMER'S SPECIFIC DAY
 - 1. BIRTHDAY 2. WEDDING ANNIVERSARY
- 3. BIRTHDAYS OF FAMILY 4. DATE OF ADMISSION
- CALCULATION BASE:
 1. AMOUNT OF MONEY 2. TOTAL POINTS
- RATE:__%

Fig. 9(E)

- *SET POINT CALCULATION RATE FOR SPECIFIC TIME BAND*
- · SPECIFY TIME BAND
- · CALCULATION BASE:
 - 1. AMOUNT OF MONEY 2. TOTAL POINTS
- RATE:_%

Fig. 9(F)

SET POINT CALCULATION RATE FOR SPECIFIC COMMODITIES

COMMODITY CODE	COMMODITY NAME
(5
,	

• RATE: _ % (COMMODITY PRICE)

Fig. 9(G)

						~~~		$\sim$	PURCHASE*
少してて	DOLLAT	CALC	רא ווי	THOM:	DAIL	FIR	VII INAHHH	1 1-	PURLHADE*
1 1	P1 1110 I	I.AII	.111 #41	11.34	NAIL	1 ( ) (		S	1 01/01 # 100

NUMBER OF PURCHASE	RATE	÷
1 TO 30	1%	
31 TO 60	2%	
61 -	3%	į.
		_

(POINTS ARE CALCULATED ON TOTAL AMOUNT.)

Fig. 9(H)

· OCT	DOLLIT	CAL CUI	ATION	DATE	COO	NII WADED	$\sim$	ACCESSES*
*C-	ומווץ	LAI LH	AIIIN	RAIL	run		u	ACCEDOLOT

NUMBER OF ACCESSES	RATE	ŝ
1 TO 100	1%	
101 TO 300	2%	· .
301 -	3%	-
301		

(POINTS ARE CALCULATED ON TOTAL AMOUNT.)

Fig. 9(I)

#### *SET POINT CALCULATION RATE FOR AMOUNT*

PURCHASE AMOUNT	RATE	
¥10,000~¥20,000	1%	
¥20,001~¥40,000	2%	
¥40,001~	3%	· ·

(POINTS ARE CALCULATED ON TOTAL AMOUNT.)

### Fig. 9(J)

*SET	POINT	CALCULATION F	RATE FOR CUSTOMER	RANK*
CUSTOMER		RATE	CUSTOMER RANK	RATE
AAA AA A B		_ % _ % _ % _ %	C D E F	_ % _ % _ % _ ~
<b></b>	(POINTS	ARE CALCULA	TED ON TOTAL AMOUN	II.)

¹⁵/₅₄ Fig.10(A)

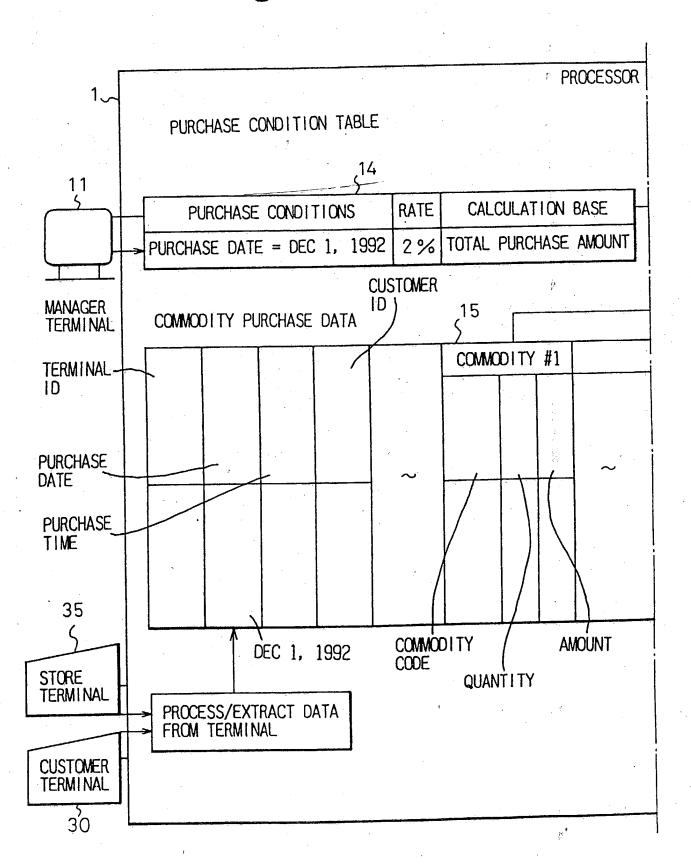
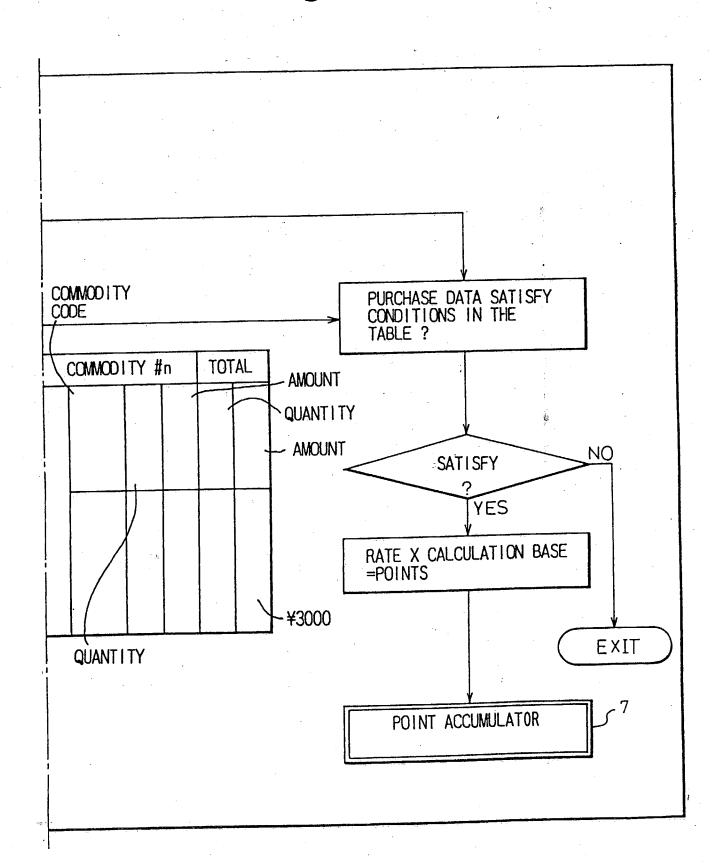


Fig. 10(B)



17/₅₄ Fig.11(A)

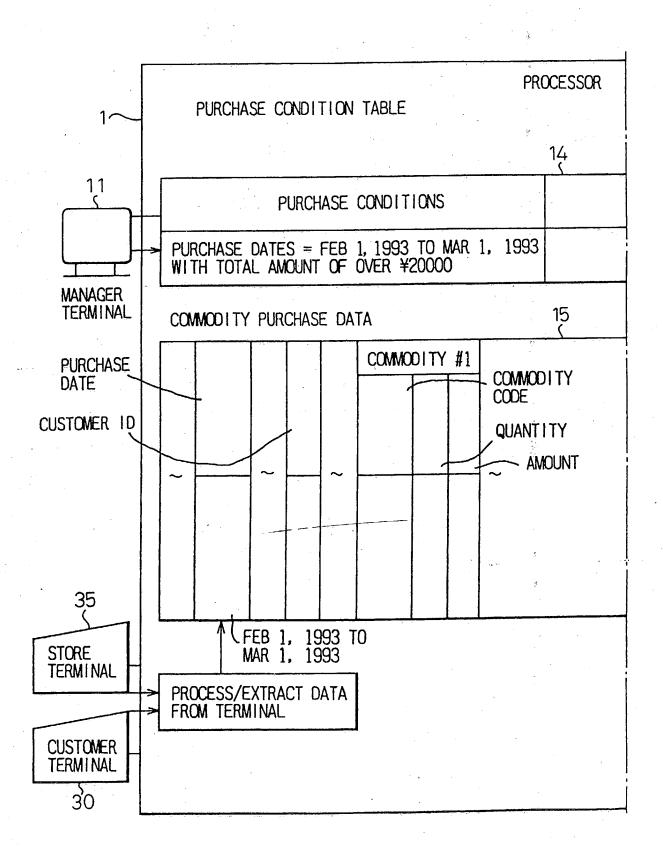
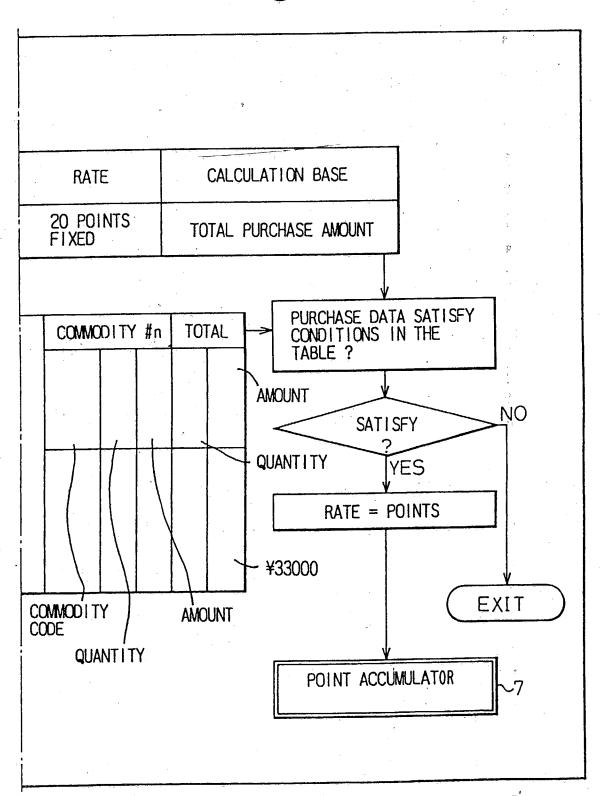


Fig.11(B)



¹⁹/₅₄ Fig.12(A)

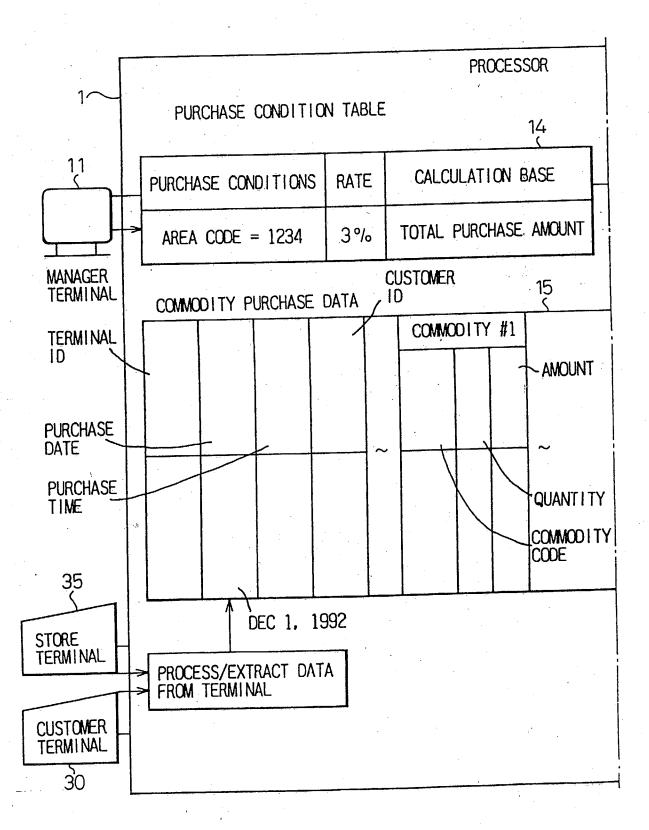
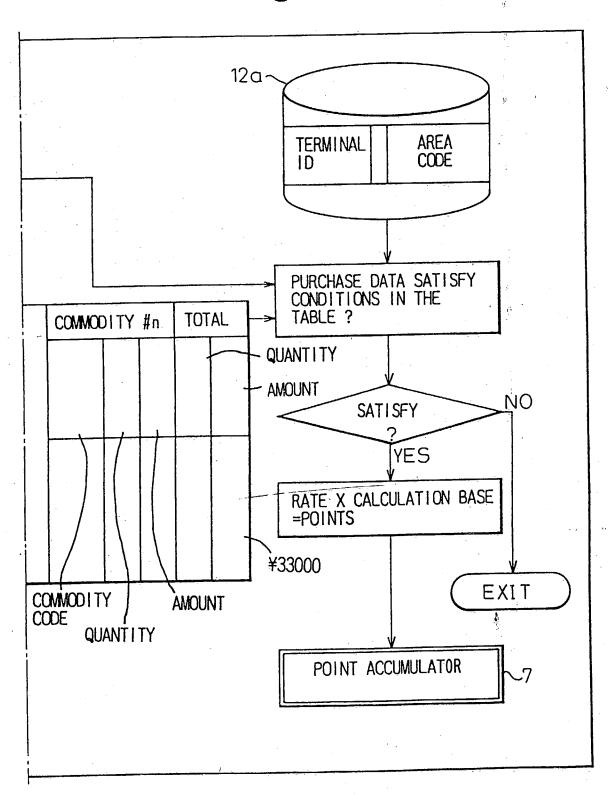
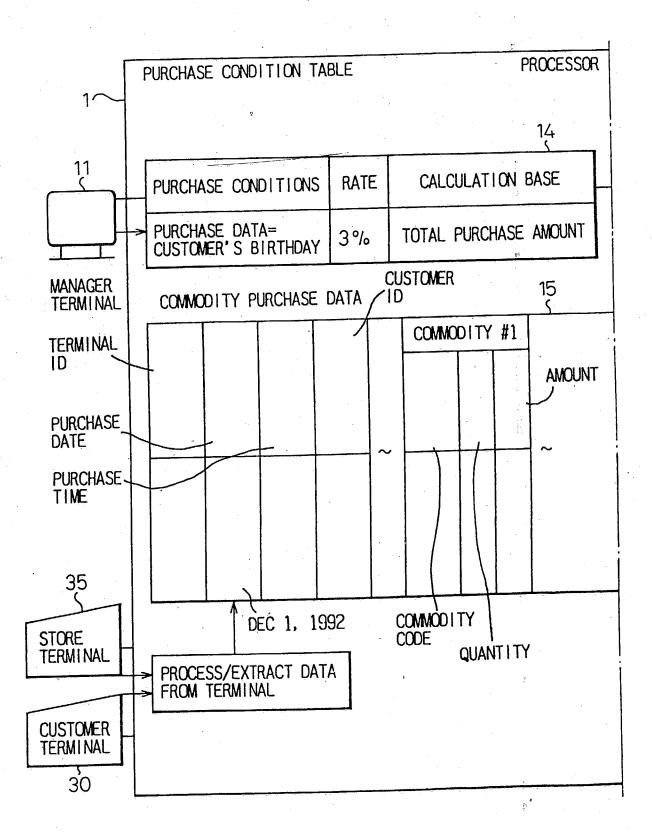


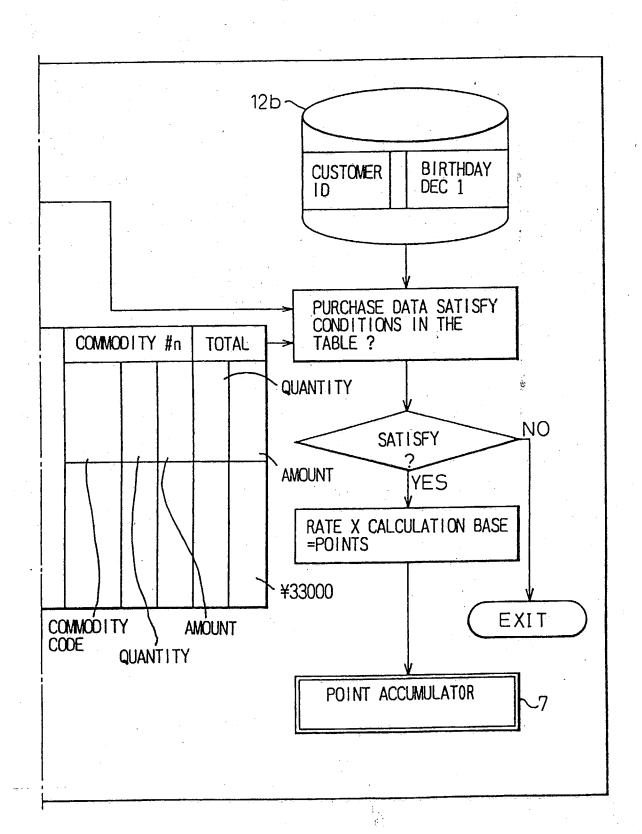
Fig.12(B)



²¹/₅₄ Fig.13(A)



²²/₅₄ Fig.13(B)



²³/₅₄ Fig.14(A)

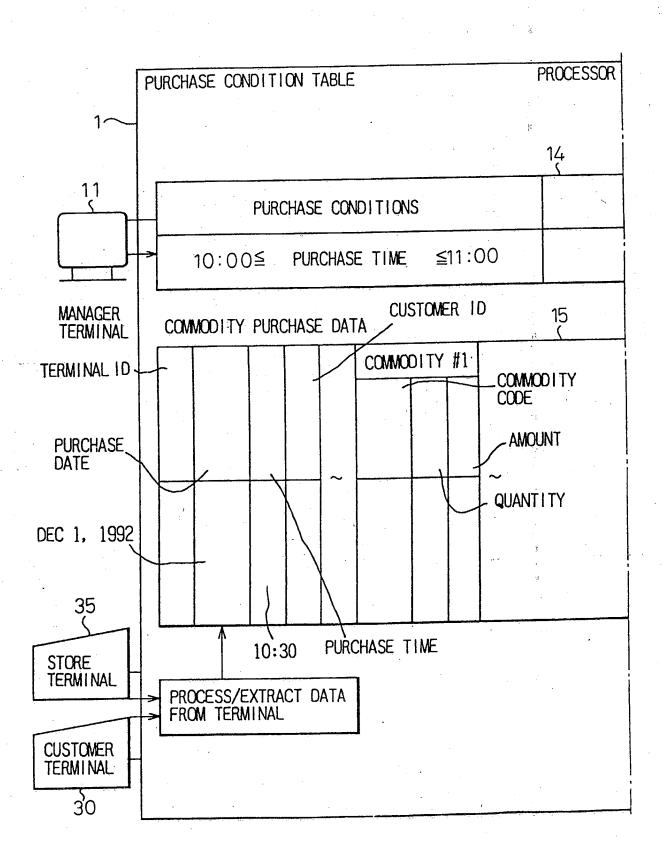
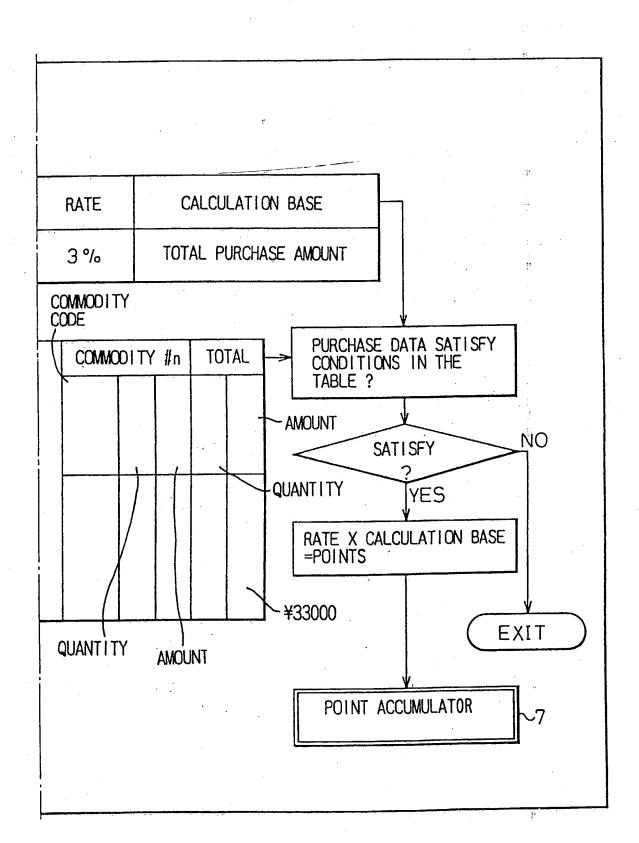


Fig.14(B)



²⁵/₅₄ Fig.15(A)

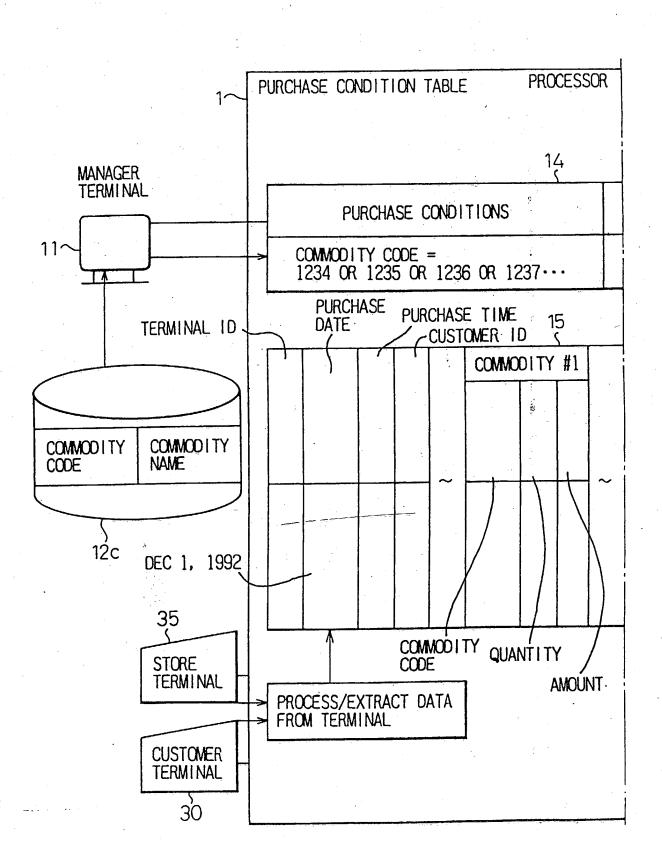


Fig.15(B)

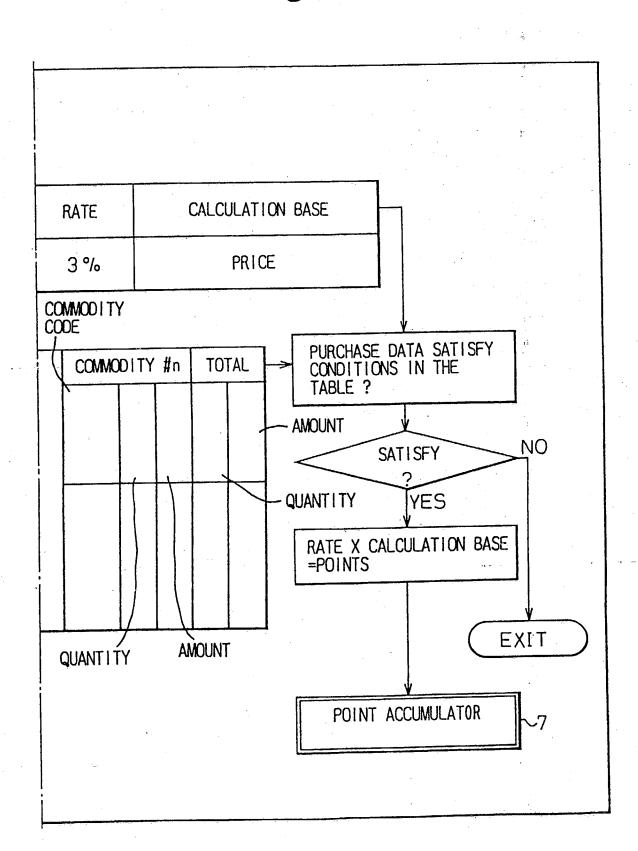
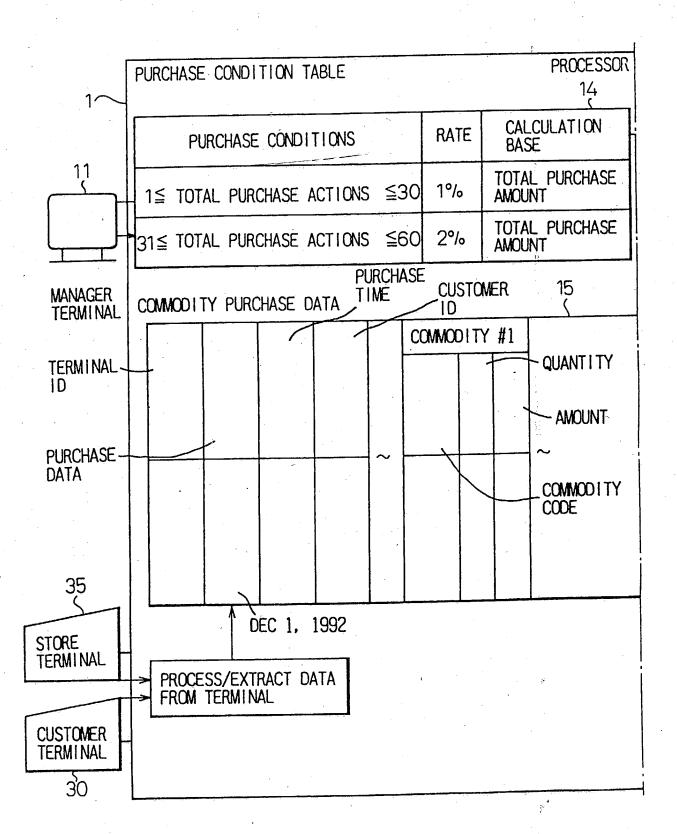
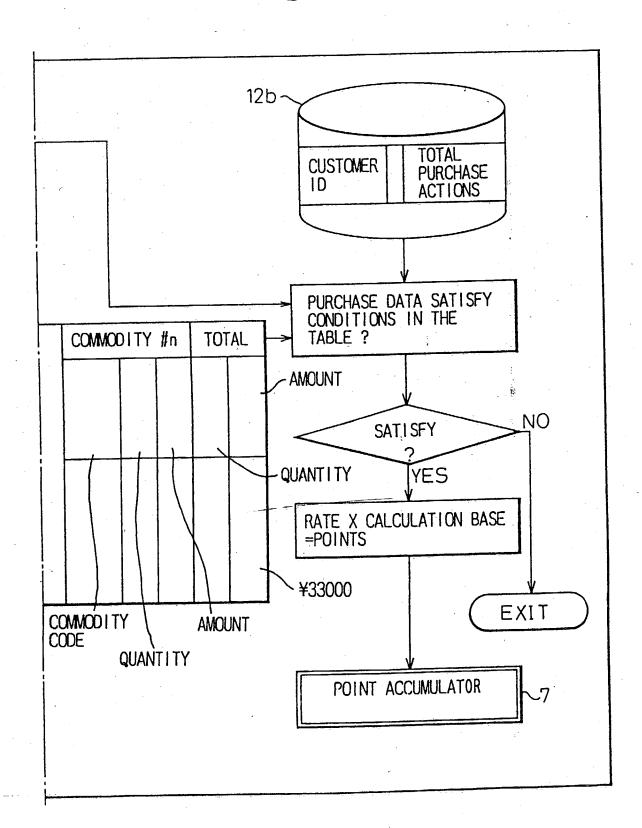


Fig.16(A)



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Fig.16(B)



²⁹/₅₄ Fig.17(A)

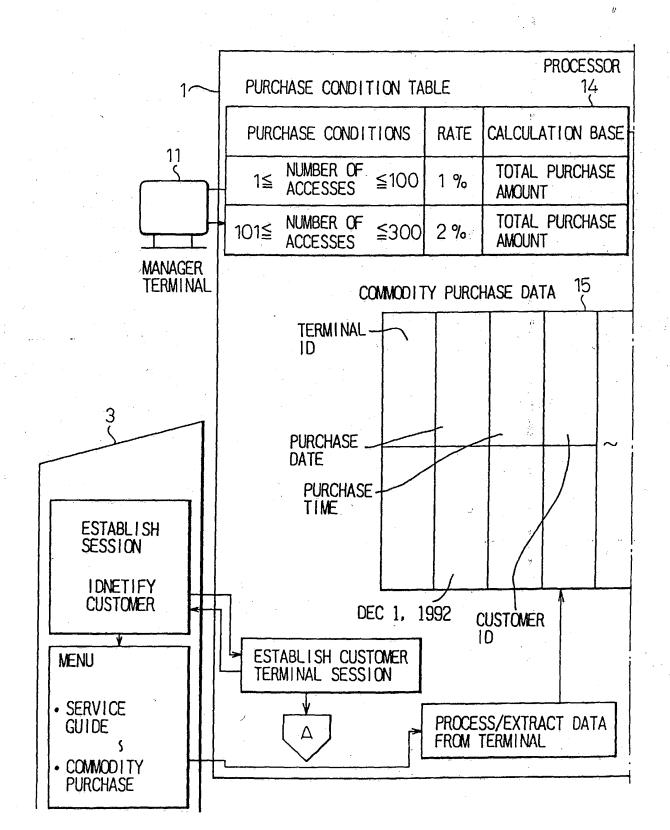


Fig.17(B)

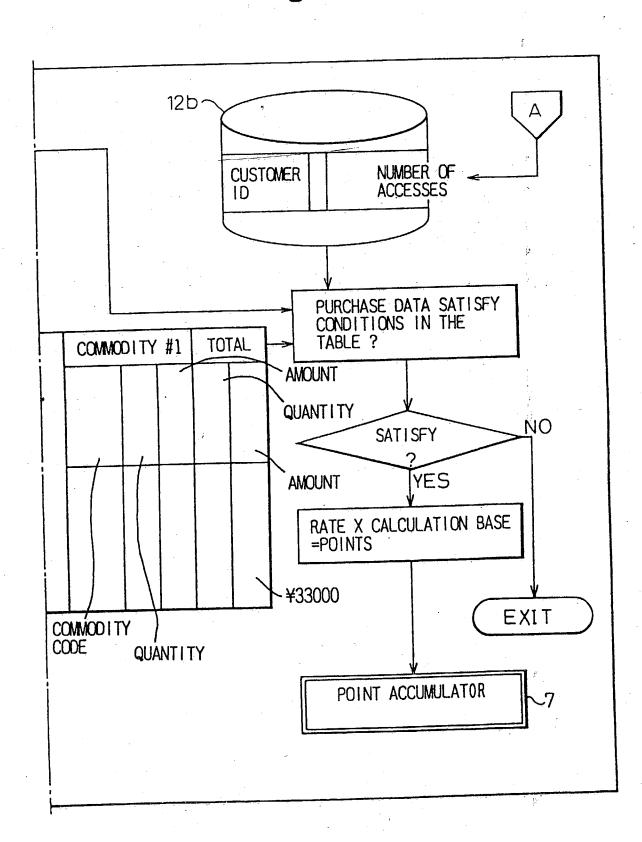
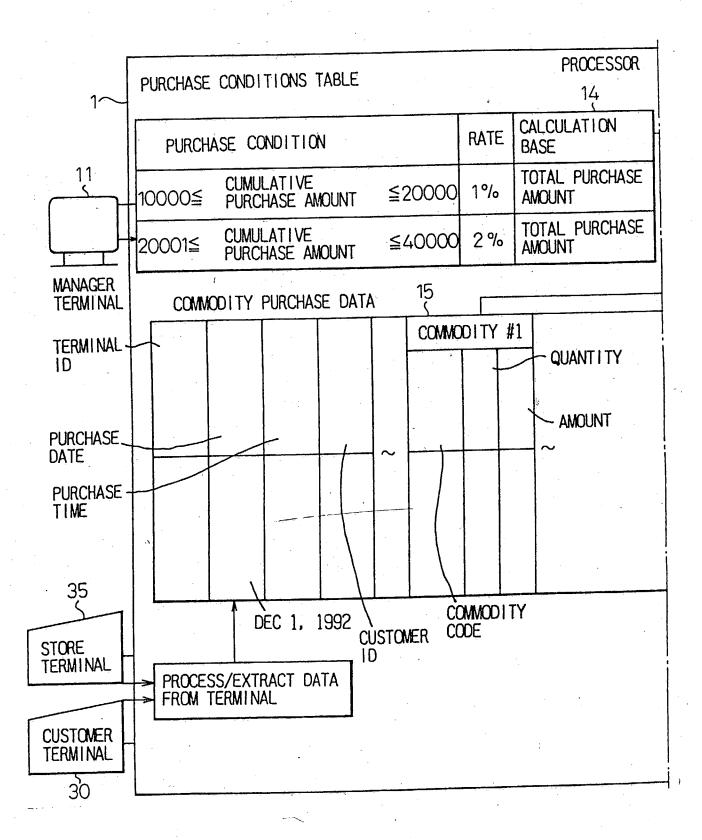


Fig.18(A)



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Fig.18(B)

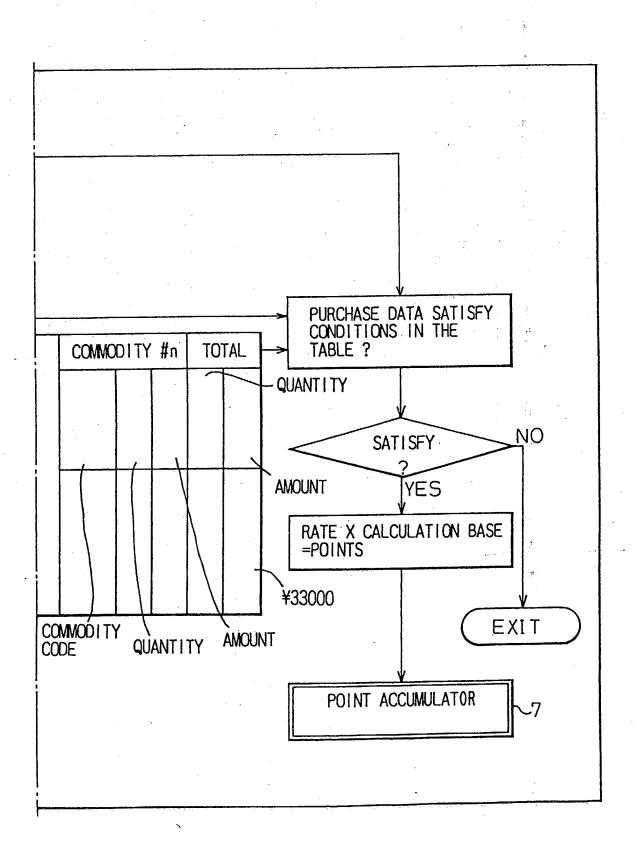


Fig.19(A)

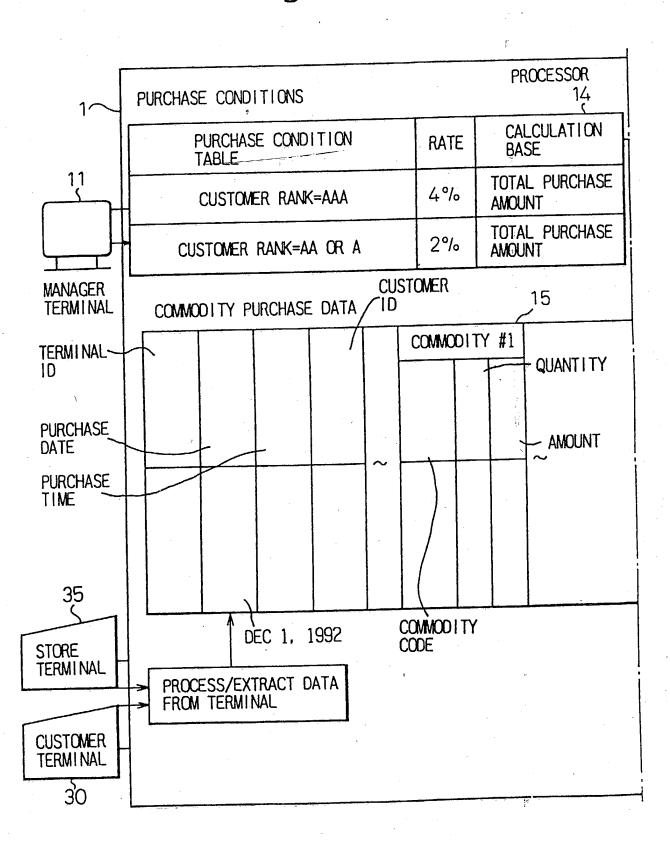
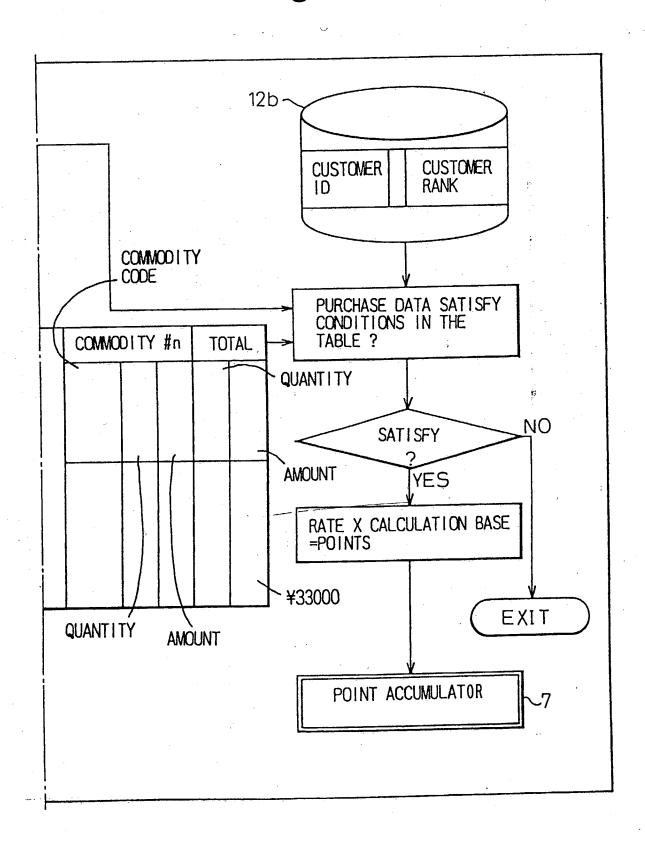


Fig.19(B)



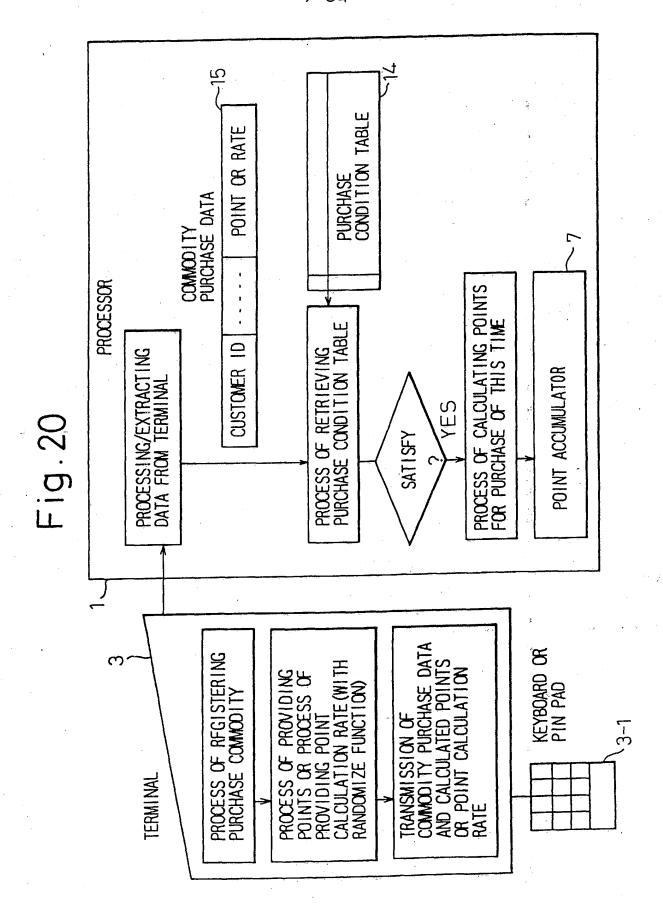


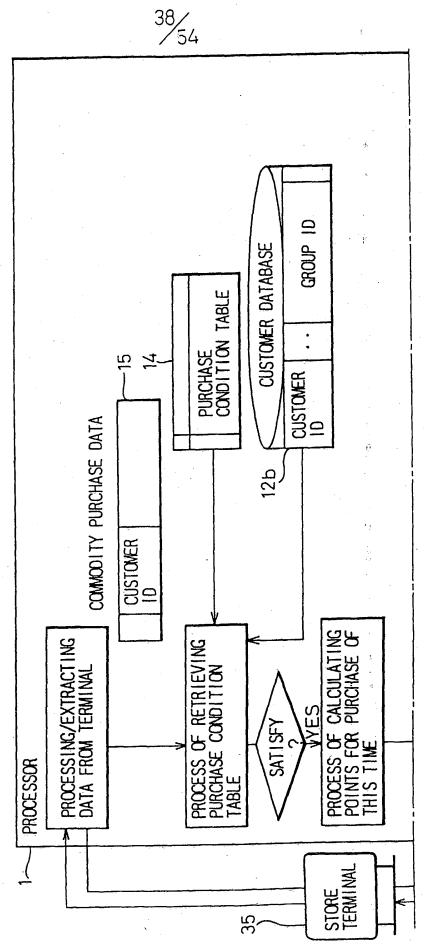
Fig.21(A)

ESSO	n	,			9
			POINT ISSUER		· .
12	р	A	DDING POINTS FO URCHASE OF THIS	R TIME	į
·			CUSTOMER DATA	BASE	
	CUSTOMER 1D	•	CUMULATIVE POINTS	LAST PURC DATE	CHASE
		·			· · ·
	111111		500 POINTS AFTER PROCESS 450 POINTS	AUG 10,	1991
	122222	·	800 POINTS AFTER PROCESS 816 POINTS	OCT 20.	1992
	122333		2000 POINTS AFTER PROCESS 2060 POINTS	OCT 20,	1992
			1		*

Fig.21(B)

* - * * * * * * * * * * * * * * * * * *		
·	POIN	ACCUMULATOR
Cl	UMULATIVE POINT UF ONDITION TABLE	PDATE 16
NO PUR MONTHS	CHASE FOR 6	10% DEDUCTION
WITH C	SE IN 6 MONTHS UMULATIVE POINTS S THAN 1000	2% ADDITION
WITH C	ASE IN 6 MONTHS CUMULATIVE POINTS 00 OR OVER	3% ADDITION
COND	OITION MONITOR	
F	PROCESS OF PERIODI JPDATING CUMULATIN	CALLY E POINTS

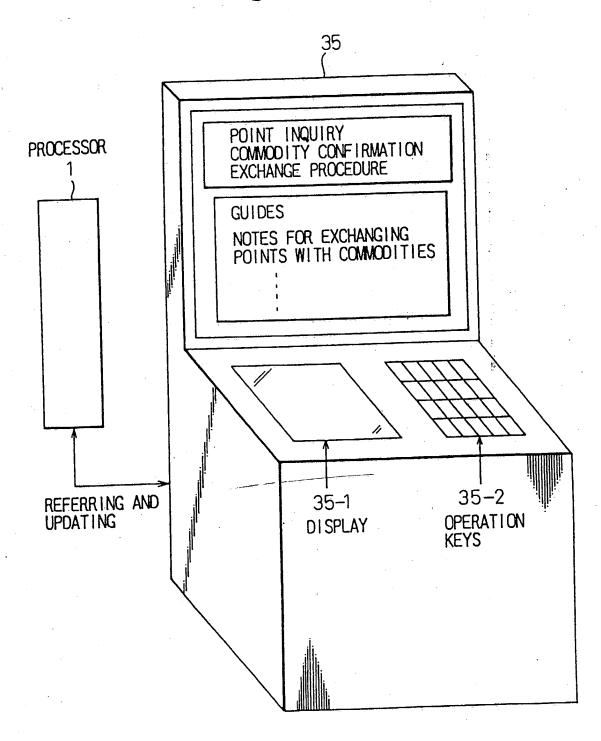
Fig.22(A)



39 54 12b PRESENT CUMULATIVE POINTS DI SPLAY TERMINAL 10 GROUP CUSTOMER DATABSE CAMPAIGN TARGET NAME POINTS POINTS IN THIS TIME COMMODITY PURCHASE DATA 15 GROUP 10 GROUP 1D PROCESS OF ACCUMULATING POINTS

Fig.22(B)

Fig. 23



## Fig. 24 (A)

				<u>35–1                                    </u>	
CUSTOMER ID	NAME		CUMULAT	IVE PO	DINTS
COMMODITY NO.	1	2	3	*	4
REQUIRED POINTS					
EXCHANGEABILITY					
COMMODITY NAME					
PICTURE OF COMMODITY					
35-1a PREVIOUS PROCEDI	JRE EXCHANGI	NG EXC	HANGING	PROCE	DURE
PAGE 35-		SPECIFI COMMODI	ED TY NO.	1	345
END END		REQUIRE POINTS	D		
	•	TOTAL F	POINTS		
35-1f 35-1b		BALANO POINTS			
		D K PROC DETE	EDURE RMINATIO	JN [	ICEL CANCE 5-1e

## Fig.24(B)

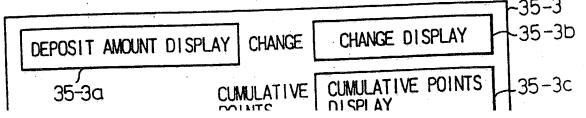


Fig.25(A)

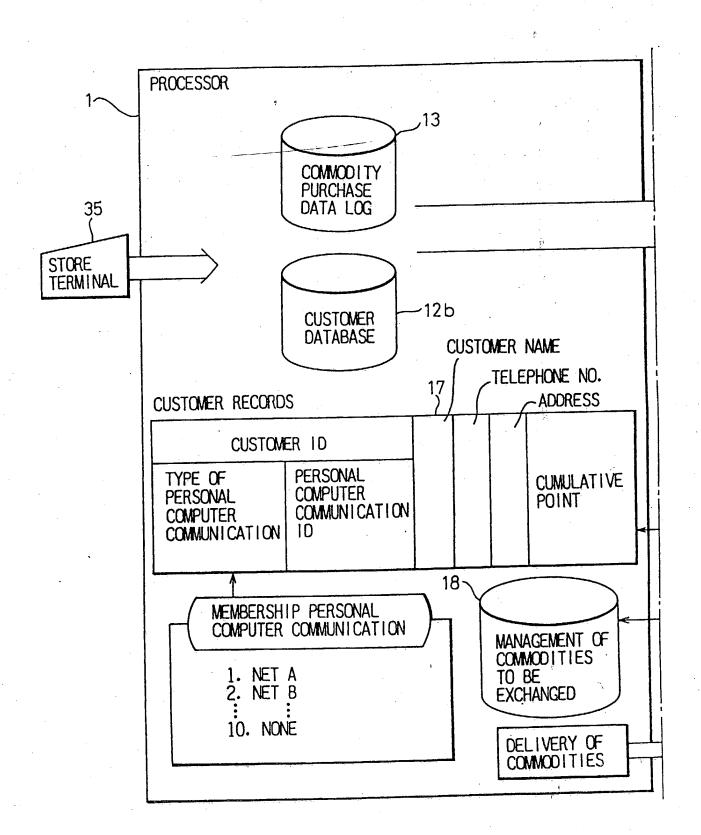


Fig.25(B)

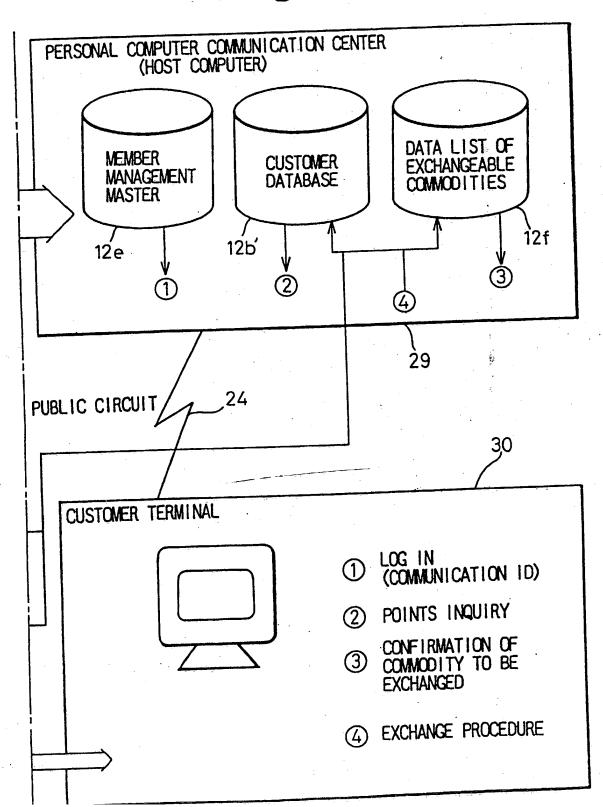


Fig. 26(A)

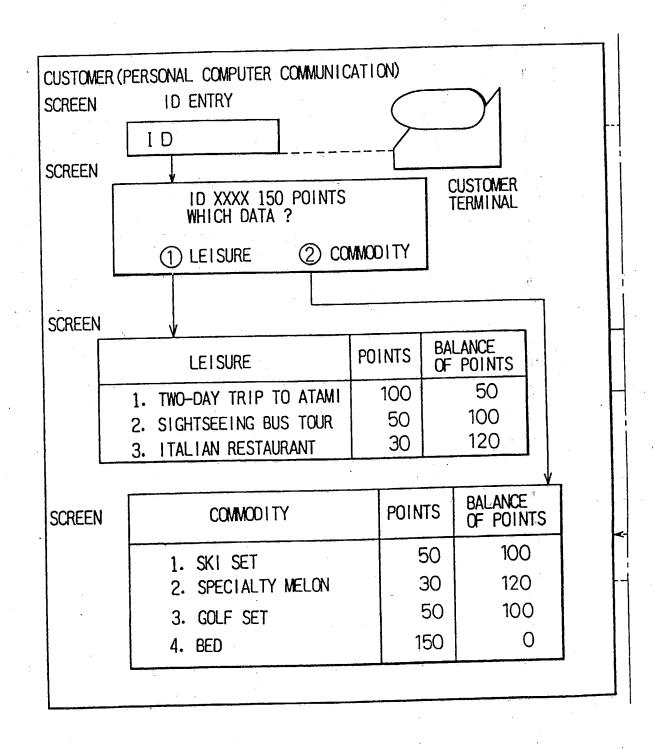


Fig.26(B)

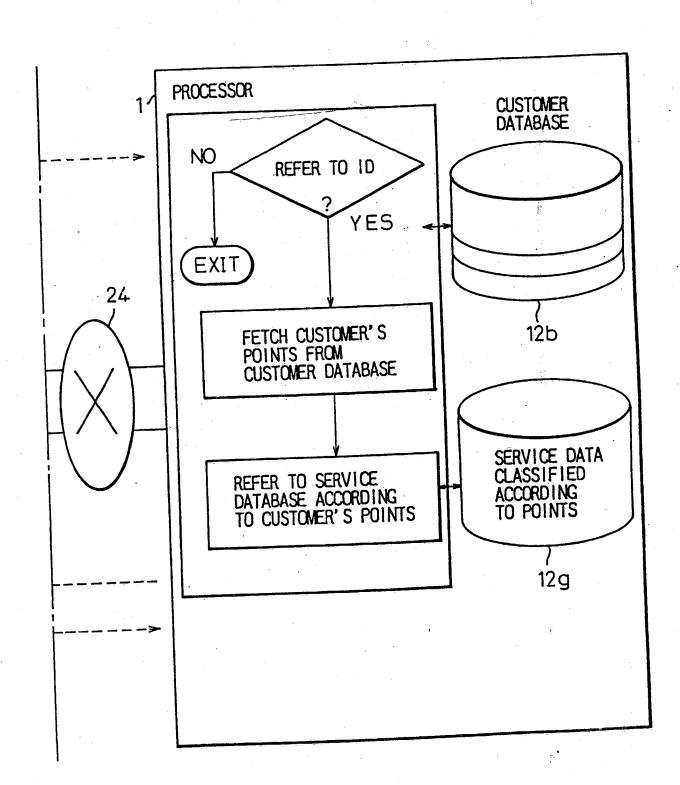


Fig.27(A)

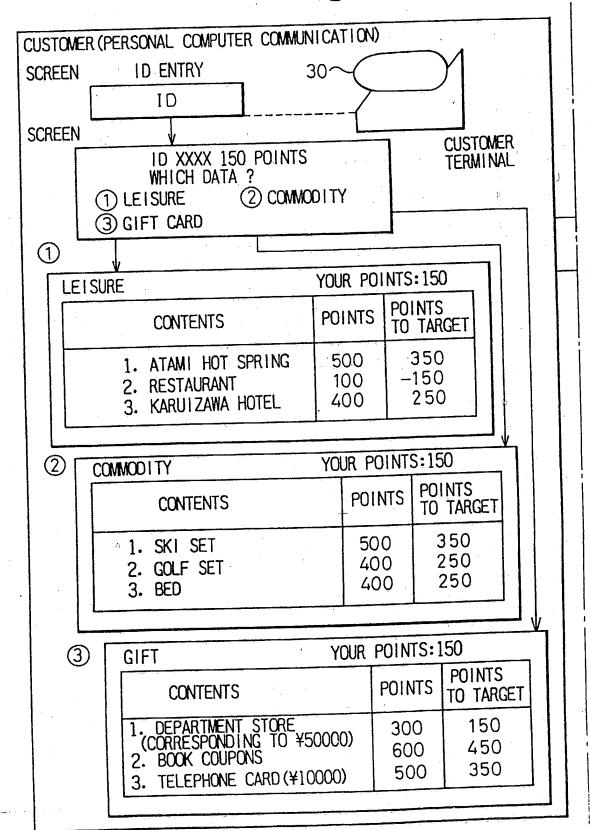


Fig.27(B)

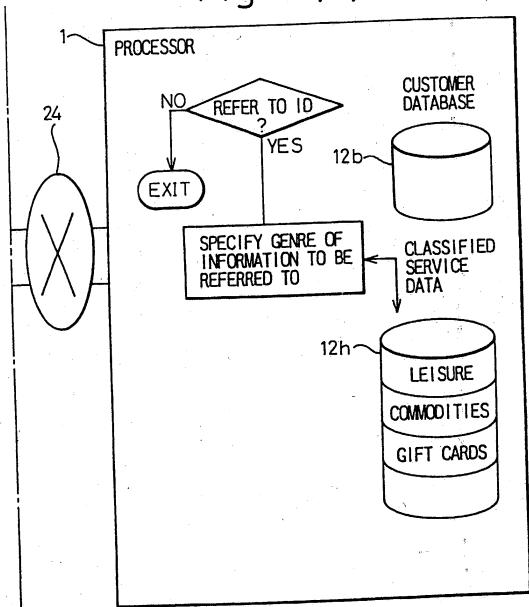


Fig.28(A)

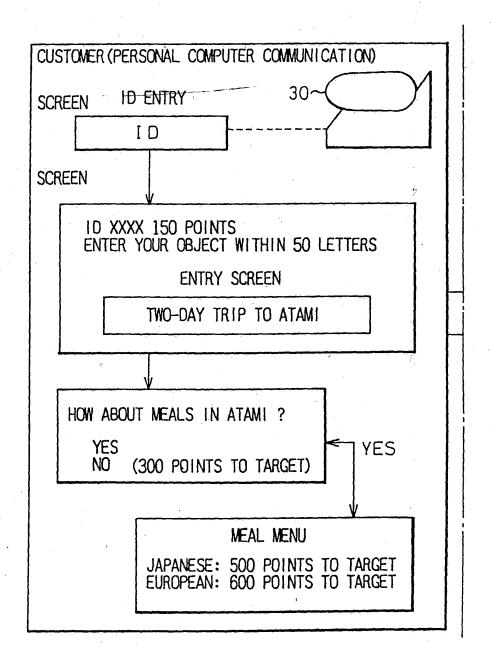


Fig.28(B)

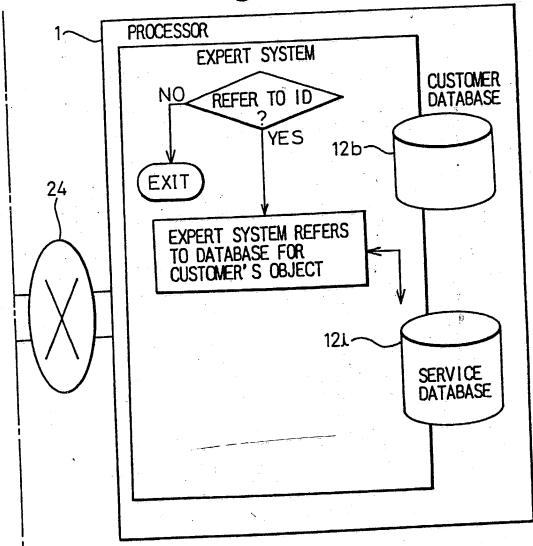
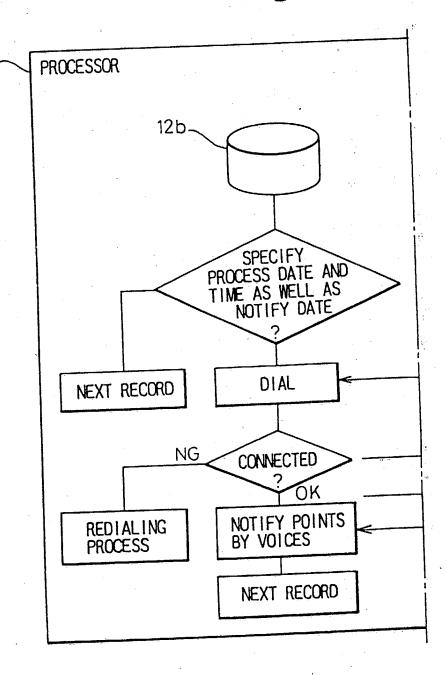


Fig.29(A)



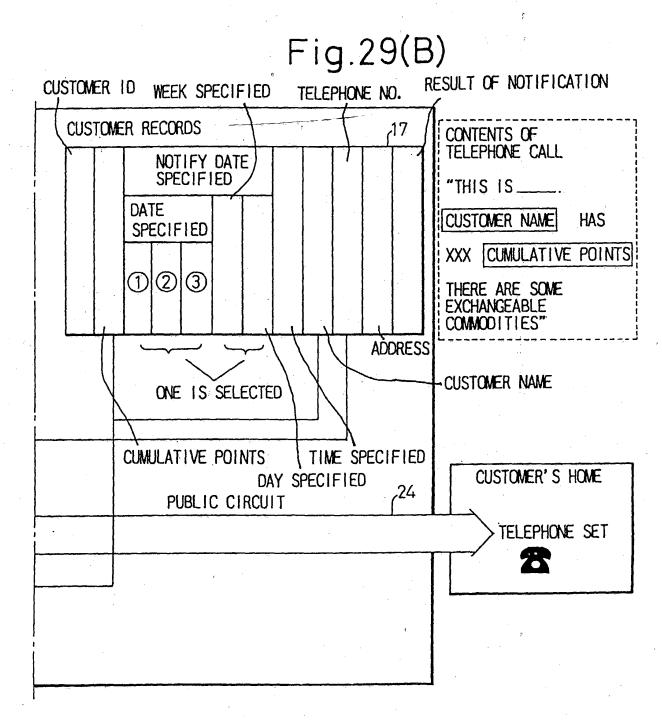


Fig.30 (A)

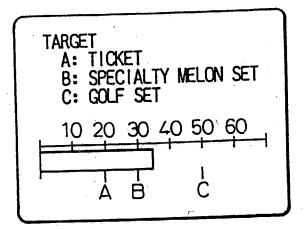


Fig. 30 (B)

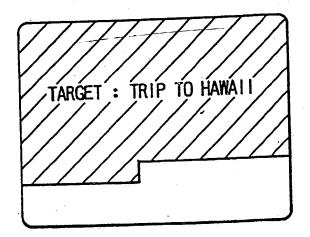


Fig.30 (C)

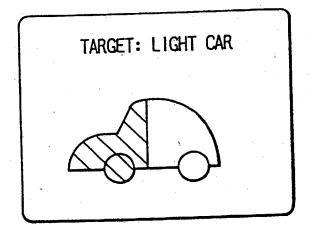


Fig. 30 (D)

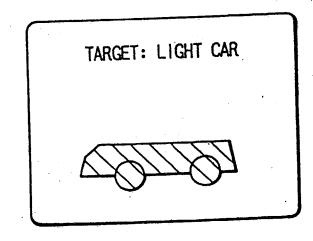


Fig.31

